

FIG. 1

Example Search Screen Flow - USER side of the system/m

- A. SIGN IN and SEARCH or JOIN option prompt
- B. USER SIMILARITY PROMPT
- C. SCOPE OF DATABASE PROMPT
- D. JOIN SOLICITATION and initial preference question prompt to user
- E. TRAIT OPTION SCREEN defining micro-demographic to search
- F. VARIABLE TRAIT selection screen, narrowing variable based target demo group
- G. FACTOID advertisement deemed relevant to USER based on data collected to this point
- H. PREFERENCE MENU SCREEN wherein user selects personal preference and personal issue areas of interest related to their micro-demographic
- I. FACTOID advertisement selectively relevant to the indicated preference areas and the users' indicated micro-demographic.
- J. RESULTS SCREEN related to data correlation of preferences regarding the users' micro-demographic group and the areas of interest selected in preference menu. Option of selecting a result to further correlate that result to the users' micro-demographic group.
- K. TOP TEN, or selected amount of closest correlating members to the users' micro-demographic parameters, who selected a preference aspect.
- L. SELECTED DATABASE MEMBER deemed of interest by the user, likely based on photo featured and/or selected data featured in the "top 10" database members screen provided. This member's areas of personal preference and personal feedback collected are featured for the user to select, toward reviewing long form and provided options feedback from the member in this area.
- M. LONG FORM FEEDBACK is provided related to a selected area of personal preference.
- N. OPTIONS of cross referencing this new area of preference with the users' micro-demographic as a whole and other database option such as the review of other preference data of members selectively similar to a selected single member, changing the micro-demographic completely to be relevant to the traits of another member, are given.
- O. Options to return to preference screen and other phases of the search to begin with new preference areas, or a new micro-demographic should a return to the TRAIT screen be selected.

FIG. 2

Example JOIN Data-Input Screen Flow- MEMBER side of the system/1

- A. TRAITS OF MEMBER MENU and feedback screen
- B. PREFERENCES OF MEMBER MENU and feedback screen and sub-screens for longer form feedback.
- C. SUBMISSION OF PHOTO and/or other visual or audio data for posting within the members' searchable profile within database
- D. MEMBERS' incentive point accrual total
- E. MEMBERS' example redemption option prompt screen
- F. MEMBERS' full redemption catalog
- G. MEMBERS' incoming e-mail from USERS, wherein responding to such mail provides additional incentive points to the member.
- H. ADVERTISING posting agreeably received by point accruing members, example
- I. POSTING BOARD uniquely assembled for MEMBER based on trait and preference data collected regarding the member.

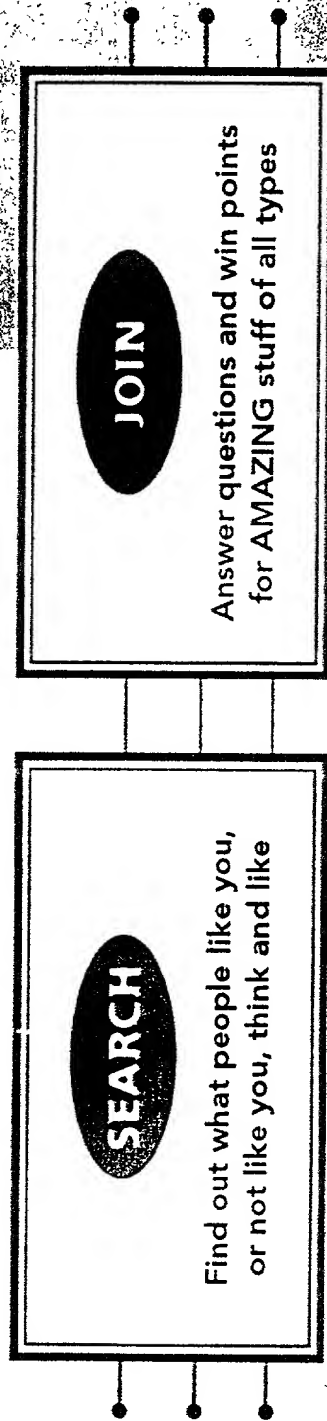
FIG. 3

FIG. 3 is a schematic diagram of the system of the present invention. The system includes a user interface, a database, and a search engine. The user interface is connected to the database and the search engine. The database is connected to the search engine. The search engine is connected to the user interface.

SBP.com

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Where you can shop and learn about others like you, and like others you like.



.....

**You have entered
the most innovative, personal SEARCH ENGINE on the WEB.**

Here, you can discover the likes, dislikes, opinions, traits, habits, loves, hates, mistakes, suggestions.... of exactly the type of people that interest you.

You may also win credit to be used in purchasing many top brands, simply by joining the members of SBP.com, in answering the questions that you choose to, after clicking the blue button above.

SEARCH, LEARN, RELATE, DISCOVER, SHOP ... enjoy!

FIG. 4

Begin the adventure of your internet life.

Find out exactly what people YOU are interested in are thinking, buying and hoping for. Send mail and post messages for exactly those people who can help you, guide you and are related to you.

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I am interested in info about people like me

I am interested in discovering info on someone, or people other than myself

I want info only on members who have photos

I am OK if a member close to my requested type does not have a photo to view

Send me info on things relevant to areas of my search

FIG. 5

FIG. 5

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BECOMING a member is easy!

SELECT a screen name: _____
and PASSWORD: _____

And, answer questions as they come up during your searches.
For each answer you will win 2 points toward "stuff."
Answer some of the "long form" questions, get 5 points each.
Submit a photo JPEG or GIF and get a 20 point bonus.

QUESTION 1: Do you consider yourself a happy person? 2 pts.

Depressed Down a bit Neutral Upbeat Happy!



Write in more about this, for 5 more points _____

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FIG. 6

I am curious about the following things about my requested type:

RANKING					
A	B	C			
			AGE		
			HEIGHT		
	X		WEIGHT	X	
			BODY TYPE		
			SHOPPING HABITS		
			PERSONAL STYLE	X	
			SEXUAL PREFERENCE		
			FAMILY STATUS / WEALTH		
			HATES		
			LOVES		
			PERSONAL PROBLEMS		
			DEMEANOR	X	
			GPA OR SMARTS		
			TALENTS		
			DREAMS		
			etc.		
			etc.		
			etc.		
			write in	X	
			write in	X	

.....



BACK
to previous
screen

As the searcher clicks the "c" importance option on
DEMEANOR the variable becomes 1 1 1

FIG. 7

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**DEMEANOR: please select the option
which best describes the demeanor
of the type you are searching:**

☐ **VERY AGGRESSIVE**

☐ **ACTIVE BUT MODERATE**

☐ **NEUTRAL**

☐ **LAIID BACK**

☐ **QUITE PASSIVE**

DID YOU KNOW?....
22% of members who
consider themselves
VERY AGGRESSIVE
prefer **FORD** sport
utility vehicles
over other brands?

[CLICK for more on FORD SUV's](#)

.....

POP UP SCREEN:

FIG. 8

I would like to focus my search to the following:

<input type="checkbox"/>	ALL MEMBERS IN THE DATABASE	
<input checked="" type="checkbox"/>	TOP 10 CLOSEST MATCHES TO MY DEMO	
<input type="checkbox"/>	TOP 50 CLOSEST MATCHES	
<input type="checkbox"/>	TOP 100 CLOSEST MATCHES	<input type="checkbox"/> Include only members who gave long form feedback on answers
<input type="checkbox"/>	TOP 5% CLOSEST TO MY DEMO	
<input type="checkbox"/>	TOP 10% CLOSEST TO MY DEMO	<input checked="" type="checkbox"/> Include only members with photos or video
<input type="checkbox"/>	TOP 15% CLOSEST TO MY DEMO	

MUSIC ITEMS AVAILABLE- click
item to order with points and/or cash
(Pay \$5 per 10 points extra)

- | | | |
|--------------------------|------------------------|------------|
| <input type="checkbox"/> | CD singles | 150 points |
| <input type="checkbox"/> | full CD's | 500 points |
| <input type="checkbox"/> | DOWNLOAD singles | 50 points |
| <input type="checkbox"/> | VIP passes at concerts | 200 pts |
| <input type="checkbox"/> | AUTOGRAPHED items | 500 pts |
| <input type="checkbox"/> | etc, etc. | |

FIG. 9

After each SEARCHER-selected TRAIT category has been answered, the "things" that the SEARCHER is curious about his or her requested "type" of people are selectable:

Only the following details
about my group interests me:

<input checked="" type="checkbox"/>	"STUFF" ... things they buy	<input type="checkbox"/>	etc.
<input type="checkbox"/>	SECRETS	<input type="checkbox"/>	etc.
<input type="checkbox"/>	TURN-ONS IN OTHERS	<input type="checkbox"/>	etc.
<input type="checkbox"/>	AREAS OF PERSONAL WEAKNESS		
<input type="checkbox"/>	PERSONAL GOALS		
<input type="checkbox"/>	PERSONAL STRENGTHS		
<input type="checkbox"/>	ROLE MODELS		
<input type="checkbox"/>	HATES		
<input type="checkbox"/>	LOVES		
<input type="checkbox"/>	PERSONAL PROBLEMS		
<input type="checkbox"/>	LIKE AND LOVES ABOUT OTHERS		
<input type="checkbox"/>	GPA OR SMARTS		
<input type="checkbox"/>	TALENTS		
<input type="checkbox"/>	DREAMS		

ABOUT YOUR GROUP:

☐ go to message boards

☒ send group mail

☐ earn points- and answer questions

"STUFF" was the selected option of SEARCHER.

F16.10

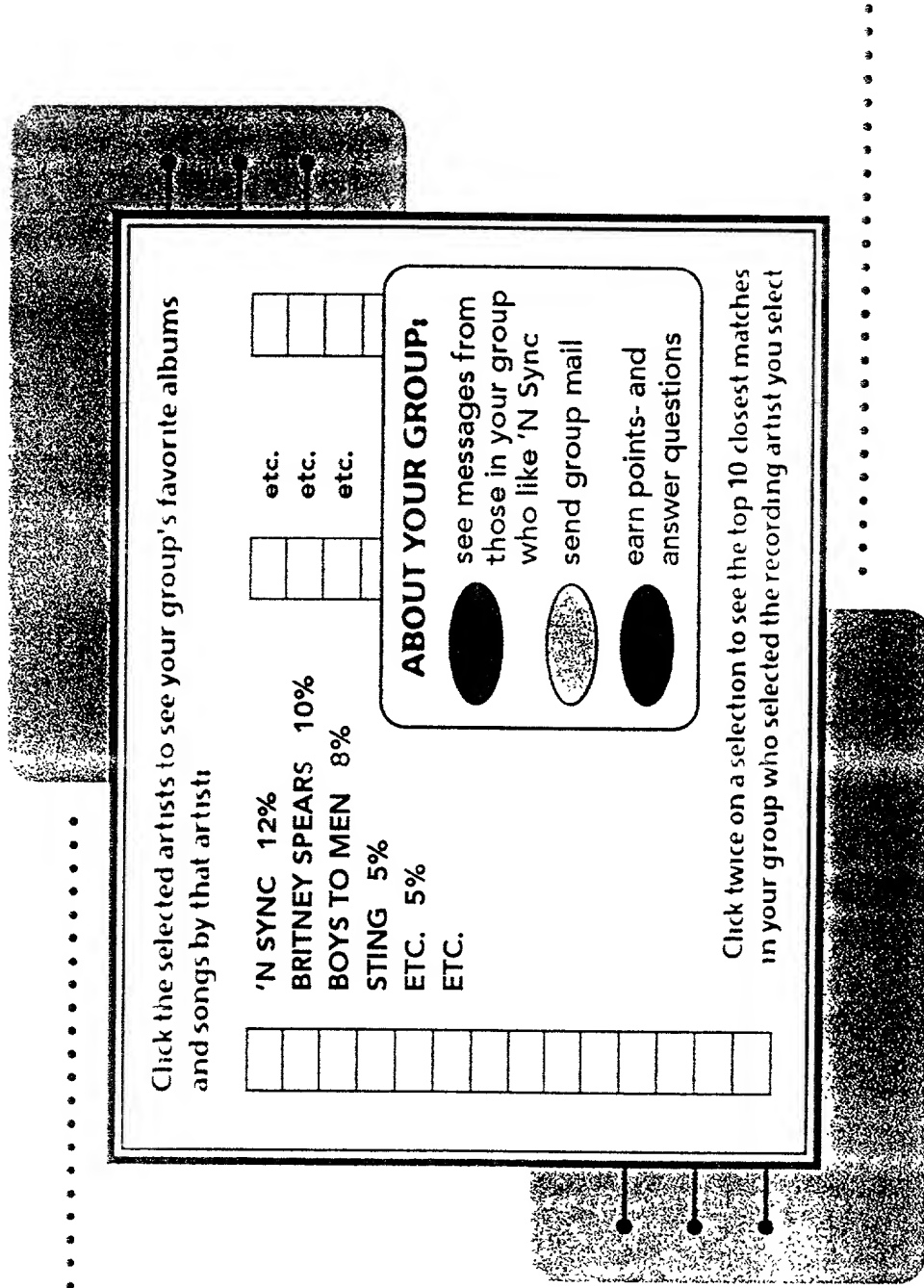
"STUFF" was the selected option of SEARCHER.
On selecting STUFF, the following pop-up screen appeared
before revealing the options of products under STUFF to choose from further:

Only the following details
about my group interests me:

The screenshot shows a web application interface with a pop-up window. The background is a dark, textured area. The pop-up window is white with a black border and contains the following elements:

- Top Section:** A header area with a dark background and white text. It includes a search bar with the text "SEARCH" and a button labeled "GO". Below the search bar, there are three columns of text: "STUFF" ... things they buy", "SECRETS", and "TURN-ONS IN OTHERS". Each column has a corresponding input field with a dropdown arrow. To the right of these fields are three small square boxes, each followed by the text "etc.".
- Second Section:** A section titled "DID YOU KNOW?...." in bold. Below the title, it says "23% of female members under 20 choose [REVLON] as their favorite cosmetics?". The word "REVLON" is enclosed in a box. Below this text is a button labeled "CLICK for beauty data on your group".
- Third Section:** A section titled "GIFT OR SMARTS" in bold. Below the title, there are two columns of text: "TALENTS" and "DREAMS". Each column has a corresponding input field with a dropdown arrow. To the right of these fields is a large oval button labeled "earn points- and answer questions".
- Bottom Section:** A row of three small square boxes, each followed by the text "etc.".

FIG. 11A



Click twice on a selection to see the top 10 closest matches in your group who selected the recording selected above

FIG. 11B

Click the selected artists to see your group's favorite albums and songs by that artist

What do you think of WHITNEY HOUSTON? (2 pts plus 2)
From 1 to 5, love to hate:

1 2 3 4 5
love hate

Who is your favorite female recording artist?

Click twice on a selection to see the top 10 closest matches in your group who selected the recording artist you select

screen 6a

SCREEN 7

FIG. 12

PHOTO	JOE 1	PHOTO	PETE 7
PHOTO	JIM 2	PHOTO	DAVID 8
PHOTO	KELLY 3	PHOTO	WHIT 9
PHOTO	BILL 4	PHOTO	PARKER 10
PHOTO	TONY 5	<p>These are the top ten closest matches to your selected group who chose IN SYNCH as their favorite group. Click to find out other info on these members</p>	
PHOTO	RICH 6		

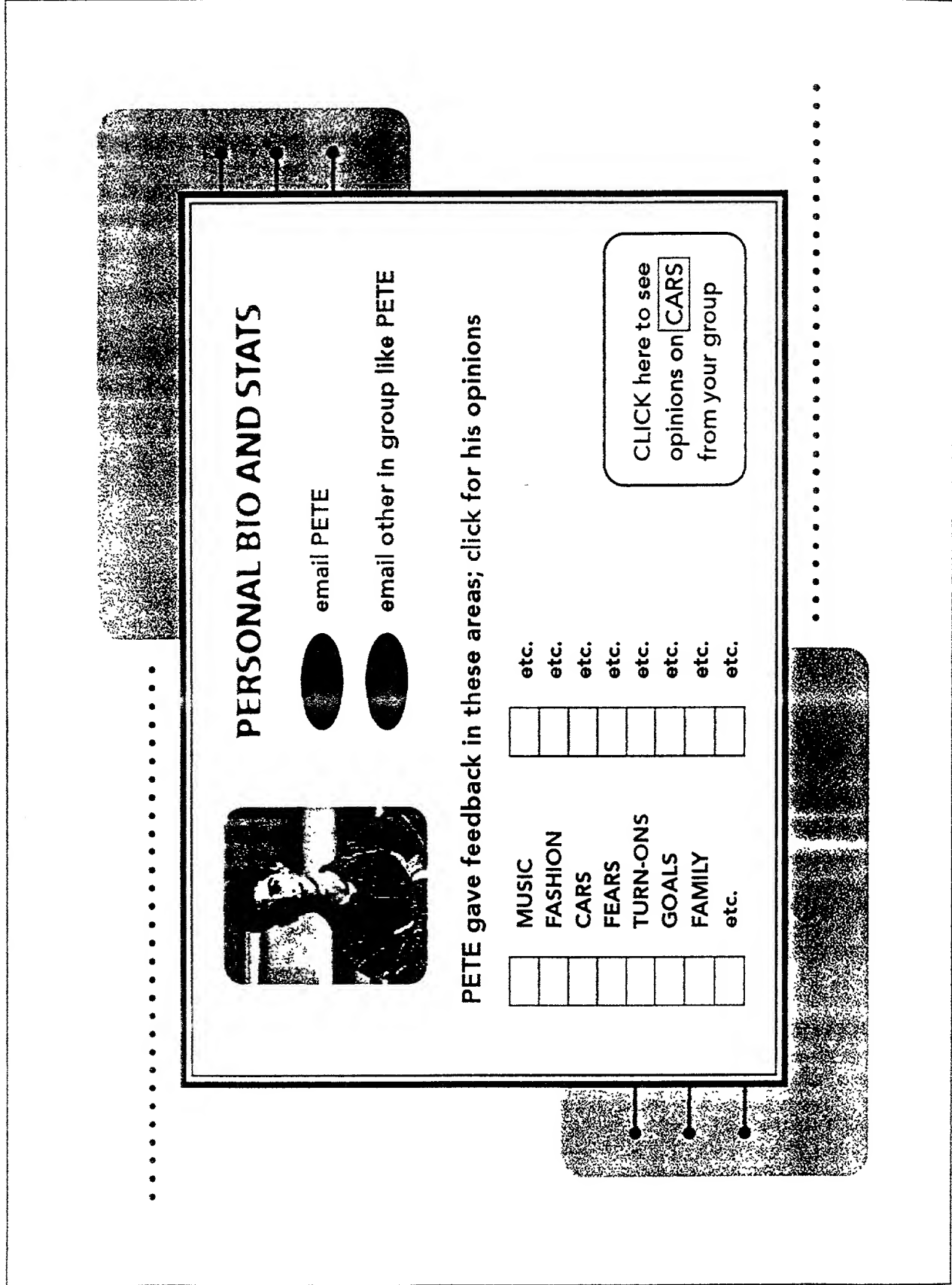
SEARCHER SELECTION, BASED ON PHOTO, IS
PETE.

POP UP SCREEN:

CLICK here to see why people like PETE prefer **COKE** over
other sodas, and other info about people like PETE

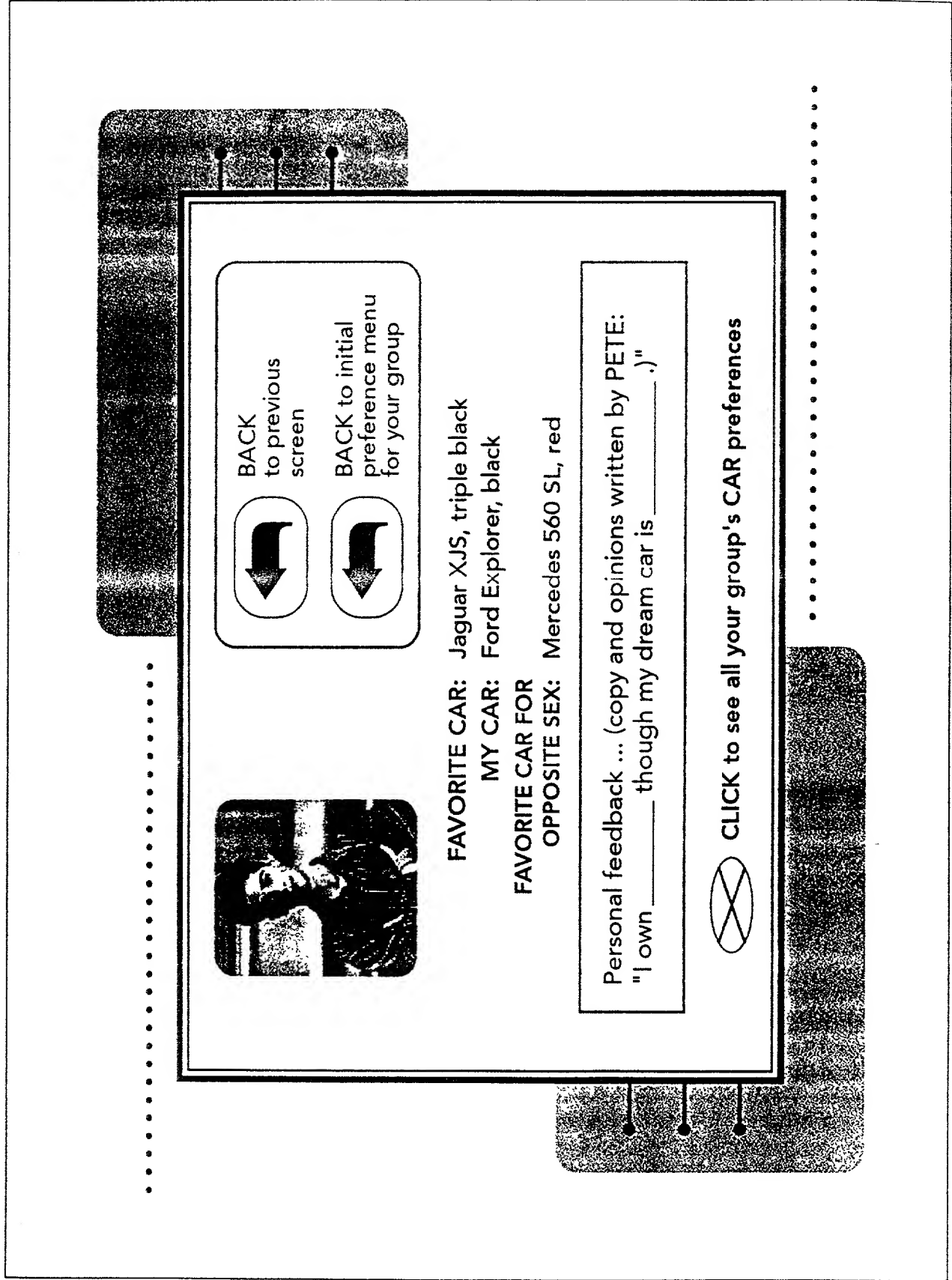


FIG. 13



The searcher has selected CARS

FIG. 14



The searcher has selected group's CARS preferences

FIG. 15

SELECTED "DETAIL SCREEN" made available
by PETE's "car preference" screen

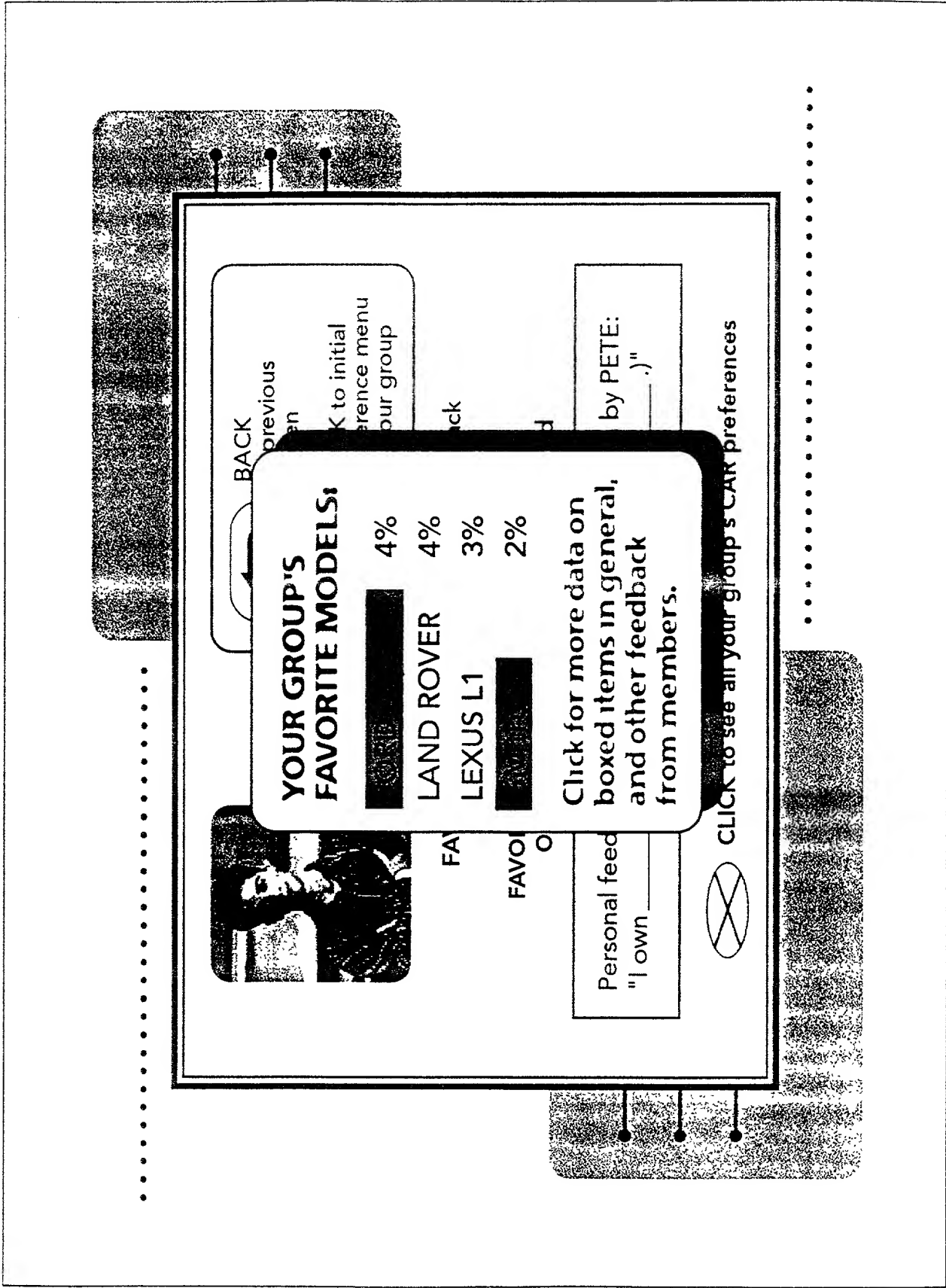


FIG. 16

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Let me see what people like "PETE" like in other categories of "STUFF"



Let me see what people like "PETE" say about things other than "STUFF"



Show me areas of long form feedback to see from people like "PETE"



Let me answer some car questions for points

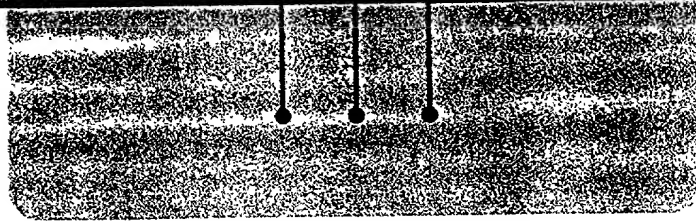
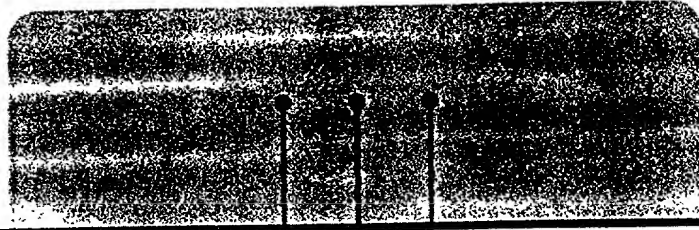


Show me members who are closest in car preference to "PETE"



Show me only those members with photos on file

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Note, the difference between the "in" provided by the SEARCHER, of "A."

